

COOL Facts!

The TRUTH about Country-of-Origin Labeling

- CONSUMERS -

U.S. COOL Poll

A June 2007 Consumer Reports poll found that 92% of consumers think imported foods should be labeled by their country of origin and **9 out of 10** want natural meat to come from animals that were raised on a diet without drugs, chemicals or other artificial ingredients.

COOL Point

“Americans today know more about the origins of their car parts, clothing and electronic equipment than they know about their food.” Editorial: ‘Tell Congress: It’s no longer cool to stall COOL’, Great Falls Tribune, January 11, 2007.

MYTH: U.S. consumers do not care about country-of-origin labeling (COOL).

FACT: Numerous surveys and polls indicate that consumers overwhelmingly support COOL and will pay a market premium for U.S. products because **labeling provides additional product information and increased consumer choice**. Labeling fulfills a consumer desire to support American agriculture. A 2004 consumer poll done for National Farmers Union found 82% of consumers think food should be labeled with country-of-origin information; 85% would be more inclined to buy food produced in the U.S.; and 81% were willing to pay more.

COOL Opinion

*“Probably the last thing on your mind as you bite into that hamburger grilled to perfection in the back yard is what country the meat came from, or the origin of that lettuce and tomato adorning the bun. Then again, maybe you’ve been reading the news. **Mad cow disease in Canada. Toxic ingredients out of China...**”* Editorial: ‘Beef up labeling of what we eat’, St. Petersburg Times, July 8, 2007.

COOL Quote

“I believe if we had country-of-origin labeling that the consumers would buy U.S. all the time,” Mark Barrett, Yakima Valley, WA apple grower.

MYTH: Country-of-origin labeling doesn’t really affect consumers.

FACT: Consumers deserve the right to know where their food comes from, to choose the freshest produce, and to support U.S. farmers and ranchers.

COOL Opinion

Editorial: U.S. should get COOL, The Capitol Times (Madison, Wisconsin), January 17, 2007. *“...So why aren’t most foods labeled according to COOL standards? **The food industry did not want to be honest with the American people.** Working with their Republican allies in key congressional positions, industry lobbyists succeeded in blocking COOL.”*

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